



**Mahindra™**  
University

Global Thinkers. Engaged Leaders.

 **School of  
Management**

SCHOOL OF  
**MANAGEMENT**

**ACADEMIC PARTNER**



Cornell  
SC Johnson College of Business



**Frankfurt School**  
of Finance & Management  
German Excellence. Global Relevance.



**BABSON**

**BORN.**



At the heart of our School of Management is a faculty of distinguished scholars, industry experts, and accomplished professionals who bring expertise and practical insights into the classroom. In our state-of-the-art facilities, students immerse themselves in a collaborative, inclusive community where teamwork and diversity are celebrated.

We believe that embracing a broad range of perspectives is essential for developing well-rounded leaders who can navigate the complexities of today's interconnected world.





# MAHINDRA UNIVERSITY

## SCHOOL OF MANAGEMENT

aspires to become a leading business school in India and the world by developing ethical, innovative, entrepreneurial, technologically astute, culturally aware and socially conscious managers, leaders and scholars.

### Our Values

**Ethics**  
a strong  
moral compass

#### Entrepreneurship

opportunity focused, quick adaptation to change, conducting small scale experiments before scale up, frugal use of resources, decision making under uncertainty

#### Inclusivity

of race, ethnicity, nationality, color, religion, caste, gender, ability, educational background, socio-economic status

#### Team orientation

working collaboratively with internal and external stakeholders

#### Learnability

critical thinking, problem solving, curiosity, humility, ability to continuously learn new knowledge and skills

#### Digital Expertise

inculcate skills and toolkits required to operate in the digitally driven business world

# *The Dean speaks*

## **Dr. S. Ramakrishna Velamuri**

**Professor and Dean  
School of Management**



In keeping with Mahindra University's mission, the School of Management aspires to educate future citizens for and of a better world. We will do this through a curriculum that is both academically rigorous and tightly aligned with industry needs, high quality teaching and a commitment to research that is of the highest international standards.

Our unique value proposition is that we provide our students with a solid foundation in business, economics and finance and, at the same time, equip them with a technology toolkit that will enable them to be productive in the digital economy.

We launched three undergraduate programs in 2021. Further, we launched the Ph.D. program in Management and Executive MBA in 2022, and this year, we plan to launch the full-time MBA program.



# FACULTY

Aimed at enhancing students' future career trajectories, MUSoM programs comprise internationally benchmarked curricula and delivery that are enhanced by academic consulting, curriculum and course design, faculty mentoring and course delivery by Cornell faculty and a three week immersion at the Cornell campuses in Ithaca and New York.

The school possesses a high quality faculty pool: our faculty members have PhDs from reputed global and Indian universities. With a strong research focus and based on a strong internally benchmarked pedagogy, our faculty work closely with students to provide them quantitative and qualitative knowledge to analyze and address business situations.

Collectively, our faculty have publications in the leading international peer-reviewed journals across globe. Their work has received thousands of citations in various disciplines.

The School of Management faculty regularly publish in A-list media outlets (both print and online) such as The Times of India, Economic Times, Financial Express, The Hindu, Hindu Business Line, Founding Fuel, etc.



**Ramakrishna Velamuri**  
Professor & Dean



**Pradeep Racherla**  
Professor of Marketing



**Sanjay Singh**  
Professor of practice



**Dr. Srinivas Pingali**  
Professor of Practice



# OUR PROGRAMS

Backed by the Mahindra Group, which is one of the most reputed corporate houses in India, the school with its emphasis on a blend of business and technology offers options such as Business Analytics, Economics & Finance and Digital Technologies.

The strong industry-ready curricula are designed to promote experiential learning, to instill an entrepreneurial, and equip students with the skills and techniques of data-driven decision making.

## OUR UNIQUE FEATURES:

- ❶ The program includes a three week International immersion course with a trip to the Cornell University campus, Ithaca, NY state, Cornell Tech at NY city at the end of Year1.
- ❷ Mentor companies for training students in industry oriented skills and certifications
- ❸ Availability of a super-computer lab, which is home to two of the university's Centers of Excellence: Artificial Intelligence and 3-D experience, which facilitates Augmented Reality-Virtual Reality based immersive experience. Massive computing power, enabled by NVIDIA DGX-1 computer, multiple powerful servers, and a set of 36 workstations, all connected through a fast data communications network
- ❹ Selected courses in all three bachelors degree programs will be taught by professors from the School of Engineering (courses in Database Management systems, AI, Machine Learning, Big Data, etc.)





▶ **BA**  
ECONOMICS AND FINANCE

▶ **BBA**  
COMPUTATIONAL BUSINESS  
ANALYTICS

▶ **BBA**  
DIGITAL TECHNOLOGIES

STUDENTS CAN  
CHOOSE  
FROM A SUITE OF  
**3 MAJORS**  
TO SPECIALIZE IN:



# BA ECONOMICS AND FINANCE

- ▶ Comprehensive business foundations in all functional areas
- ▶ Specialization in Economics and Finance (Indian Economy, econometrics, game theory, corporate finance, financial accounting, banking, stock markets, digital marketing, ecommerce, data analytics and data visualization)
- ▶ Strong analytical skills and tools learnt will provide solid foundation for Masters studies, in India or abroad

## Career Opportunities:

- ▶ Industries where employment opportunities exist: BFSI (ICICI, Axis Bank, Kotak Mahindra Bank, Edelweiss), consulting (McKinsey, BCG, Accenture, PwC), research institutes and think tanks, media and entertainment (CNN-IBN, Star India)

**Prerequisites:** Math in +2 is a must, strong academic performance in +2 exams, SAT desirable





# Why BA ECONOMICS AND FINANCE @ Mahindra?

- ▶ One of the very few programs of its kind in India (and, to our knowledge, only one in South India) – with a specialization in Finance and Economics
- ▶ Only program with IVY LEAGUE collaboration – Cornell faculty not only help design the program, but will teach in the program as well, will host our students on three week Immersion in Ithaca, Cornell Tech at NY city
- ▶ Focus is on creating industry-ready graduates (application of finance and economics theories in the real world)
- ▶ Students trained in this program will master the ability to think critically and will develop problem solving capability which is a must to work in the consultancy domain

They will also have an advantage to apply and get selected in premier institutes for postgraduate studies, such as Delhi University, JNU, and IIMs and international academic institutions



# BBA IN DIGITAL TECHNOLOGIES

- ▶ Comprehensive business foundations in all functional areas
- ▶ Specialize in digital business with focus on information systems, digital marketing, ecommerce, and data analytics and visualization
- ▶ Strong analytical skills and tools learnt will provide solid foundation for Masters studies, in India or abroad

## Career Opportunities:

- ▶ Business Analyst in IT firms (TCS, Infosys, Wipro, Cognizant, HCL Technologies, Tech Mahindra)
- ▶ Ecommerce platforms analysts and category managers (in ecommerce such as Amazon and Flipkart and fmcg firms such as Hindustan Unilever, P&G)
- ▶ Digital marketing strategy and operations (across several industries, both B2B and B2C)
- ▶ Consultants (McKinsey, BCG etc)

**Prerequisites:** strong performance in +2; ideal for non-PCM majors, and for PCM majors who want to pursue a business related career

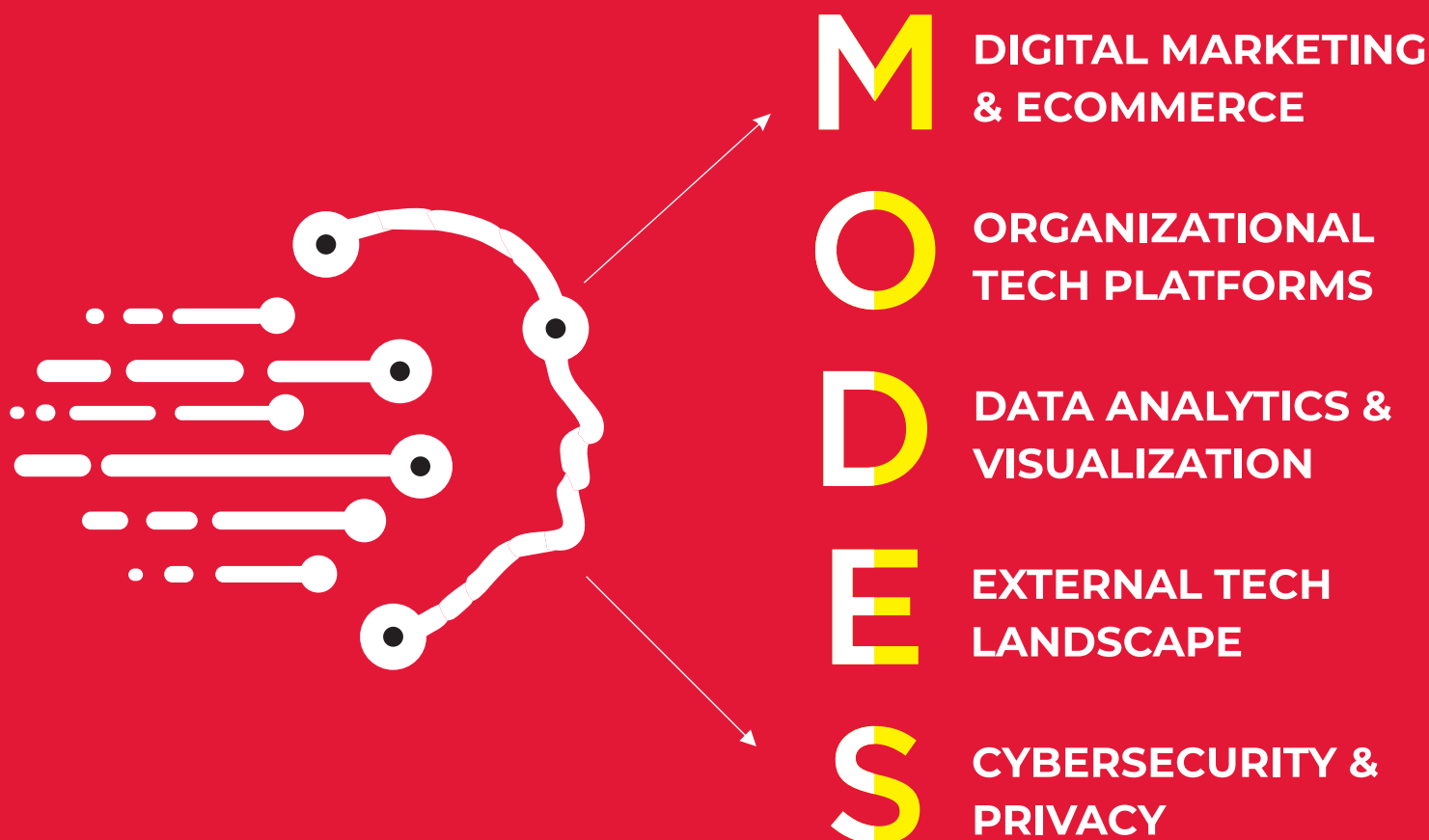




# Why BBA IN DIGITAL TECHNOLOGIES @ Mahindra?

- ▶ One of the very few BBA programs of its kind in India that provides a solid grounding in business disciplines as well as in digital technologies
- ▶ Only program with an IVY LEAGUE collaboration – Cornell faculty help in designing the program, will teach in the program and Cornell will host our students on their Ithaca, NY campus.
- ▶ Focused on creating industry-ready graduates who can work in data rich industries such as retail (online and offline), fast moving consumer goods, banking, financial services and insurance (BFSI), consulting, travel and hospitality, etc.
- ▶ We also expect demand for the skills and competencies provided by this program to grow in the digital startup ecosystem, technology firms and the burgeoning ecommerce and digital marketing industry in India

The BBA Digital program curriculum envisions digital skills along five dimensions. The detailed curriculum is given at the end of the document.



# BBA IN COMPUTATIONAL BUSINESS ANALYTICS

- ▶ Comprehensive business foundations (in finance, accounting, operations, marketing, OBHR, strategy)
- ▶ Specialize in business analytics with skills and tools required to be able to work with data scientists as well senior decision makers
- ▶ Courses taught by faculty of the Mahindra University School of Management and the Ecole Centrale School of Engineering
- ▶ Strong analytical skills and tools learnt will provide solid foundation for Masters studies, in India or abroad

## Career Opportunities:

Employment opportunities in large (TCS, Infosys, Cognizant, Wipro, HCL Technologies, Tech Mahindra), medium (MuSigma, Fractal Analytics, Latentview) and early stage analytics companies, as well in a wide range of data rich industries

**Prerequisites:** Math in +2 is a must, strong academic performance in +2 exams, SAT desirable





# Why BBA IN COMPUTATIONAL BUSINESS ANALYTICS @ Mahindra?

- ▶ One of the very few programs of its kind in India that provides a solid grounding in business disciplines as well as in data science
- ▶ Only program with an IVY LEAGUE collaboration – Cornell faculty help in designing the program, will teach in the program and Cornell will host our students on their campus
- ▶ Jointly offered by Mahindra University's sister schools: School of Management and the Ecole Centrale School of Engineering
- ▶ Focused on creating industry-ready graduates who can work in data rich industries such as retail (online and offline), fast moving consumer goods, banking, financial services and insurance (BFSI), consulting, travel and hospitality, etc.
- ▶ We also expect demand for the skills and competencies provided by this program to grow in the digital startup ecosystem and the burgeoning number of data analytics companies in India



# INDUSTRY ADVISORY BOARD



**Mary Rupa Tete**

is currently leading the Usha Silai School program in Usha International Ltd, IIM-C graduate, vast experience in CSR initiatives



**Raj Katari**

is a Senior Director for large enterprise sales at C2FO (the most prominent working capital B2B market in the world), spent 12 years with Microsoft India and SE Asia



**Rukmini Kumar**

co-founded Vantage Research to provide Pharma R&D solutions that quantitatively integrate biological knowledge to solve challenging problems in novel drug discovery and development



**Sandhya Kuruganti**

is a senior analytics professional; she currently leads the Data Sciences Lab at the Reserve Bank of India as Chief General Manager; extensive experience in the banking industry



**Srikanth Meenakshi**

is a co-founder of PrimeInvestor, a unique subscription-based, research-as-a-service platform serving retail investors in India; also co-founded Fundsindia.com, India's largest online distributor of mutual funds



**Yegneswaran Kumar**

is the Senior Vice President & Chief Financial Officer, Finance, Legal and Technology for GS1 US with extensive experience in finance and supply chain management; previously worked for Johnson Diversey, Black & Decker and Unilever









## The MU Campus



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**SCHOOL OF  
MANAGEMENT**

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